

CLAIMS

1. Bar composition comprising:

- (a) 20 to 75% by wt. fatty acid soap;
- (b) 3 to 30% free fatty acid;
- (c) 20 to 60% filler; and
- (d) 1 to 15% water;

wherein the ratio of fatty acid to total soap is greater than or equal to 0.06;
and

wherein the ratio of filler to total soap is greater to or equal to 0.2;
wherein bars have lather of at least 18 mls as measured by defined lather
volume test; and

wherein said bar has a yield stress of at least 150 kPa as measured by
cheesewire test using 0.5 mm cheesewire diameter and 200 gram wt.

2. A bar composition according to claim 1 having 3 to 30% fatty acid soap.

3. A bar composition according to claim 1, wherein said filler is selected from
talc, clay, silica and mixtures thereof.

4. A bar according to claim 1, having lather of at least 20 mls.

5. A bar according to claim 1 having an increase of at least 1% in at least
lather (measured in ml) or opacity (measured in pixel intensity) relative to
bar which does not have both a ratio of fatty acid to soap greater than or
equal to 0.06 and ratio of filler to soap greater than or equal to 0.2.

6. A method of enhancing foam and/or tactile sensory properties while maintaining processability, wherein said method comprises bar wherein ratio of fatty acid to total soap ratio of greater than 0.06 and ratio of filler of soap is greater than or equal to 0.2.

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